


# Chapter 2


## Unstrapping Role of Emotion AI and Robotics: AI in Customer Relationship Management

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### ABSTRACT

*Artificial Intelligence of Emotion and Robotics AI just don't seem to be playing revolution in Customer Relationship Management (CRM), instead of helping business to know the feelings opt by people and their actions. Easily accomplished by satiating subtleties Emotion AI reads in interactions with clients through consumption of some technology (recognition of faces, speech analysis, and sentiment analysis) while setting a personal involvement of the business in return of interaction-courteously responding to it, making the customer happier and undoubtedly loyal. These are all made better by Robotics AI towards improved customer-attached treatment through the use of chatbots whose intelligence is based on AI, digital-personal assistants, and almost equally rudimentary robots for giving immediate help even managing trivial inquiries and for automation of works and assurances across several differ-*

DOI: 10.4018/979-8-3373-1867-7.ch002

*ent channels. With this advancement of the innovations, it will further strengthen customer relationships, increase loyalty, and promote growth.*

## **INTRODUCTION**

AI in CRM is revolutionizing the way organisations engage with their customers. The modern AI tools like machine learning, language processing and automated forecasting provides elaborate data with reference to the clients' activities, their choices and their requirements. This allows businesses to provide highly personalized yet effective interactions with consumers on a wide scale, which transforms CRM strategy. Both Emotion AI and Robotics AI can be leveraged for customer engagement, as long as they are intelligently designed towards building emotionally intelligent systems that could attract customers more. It is still important that data privacy and algorithmic biases are addressed with moral issues so that consumer confidence is maintained. (Chatterjee et al., 2021).

Reasons for undertaking this study stem from the realization that the management of customers on the basis of AI is rapidly transforming with clear implications for organizations in a plethora of industries. Therefore, as business organisations rely on AI in implementing CRM policy, it will be crucial to appreciate the managerial, management and management/ethics of change. This work will pay a lot of attention to the aspect of AI to CRM analysis and concepts derived from various disciplines and different industrial settings (Dwivedi et al., 2021).

This research is inspired by the rapidly advancing technology, coupled with rising competition in the digital economy. With the advancement of AI technologies and increased availability, firms that do not embrace them face a loss in consumer loyalty and market leadership (Huang & Rust, 2021). AI adoption as a concept is requires precautions in a system as critical as CRM due to potential violations of data privacy and security, consideration of algorithm bias, aspects of transparency, and the ethics of the ability to make decisions on its own. Making decisions on the technological, organizational, and societal aspects of AI in CRM will be made easier when these challenges are understood well. (Patel, 2024) Due to the COVID-19 changes that occurred in organizations, there has been an escalation in digitalization. That is why customer engagement is particularly critical when it comes to long-term effective customer engagement during the period of economical instability and altering customer behavior patterns. Therefore, CRM solutions based on artificial intelligence have become the necessary tools for firms to cope with new conditions of the digital environment and improve the effectiveness of their customer-facing processes. The purpose of the present research is to investigate the place of AI in the framework of

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